



INFORMATION DISCLOSURE CITATION PTO-1449		CUSTOMER NUMBER 26615	ATTORNEY'S DKT No. 0026-0062		APPLICATION No. 10/734,584	
			APPLICANT(S) Jeremy BEM et al.			
			FILING DATE December 15, 2003		GROUP Unassigned 2165	
U.S. PATENT DOCUMENTS						
EXAMINER'S INITIALS	PATENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
JV	6,006,222	12/21/1999	Culliss	707	5	
JV	6,014,665	01/11/2000	Culliss	707	5	
JV	6,078,916	06/20/2000	Culliss	707	5	
JV	6,182,068 B1	01/30/2001	Culliss	707	5	
JV	6,539,377 B1	03/25/2003	Culliss	707	5	
FOREIGN PATENT DOCUMENTS						
EXAMINER'S INITIALS	PATENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translation Yes No
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)						
JV	Copy of co-pending U.S. Patent Application No. 10/706,991; Jeremy Bem et al.; "Ranking Documents Based on Large Data Sets"; filed November 14, 2003, 38 pages.					
JV	Copy of co-pending U.S. Patent Application No. 10/712,263; Jeremy Bem et al.; "Targeting Advertisements Based on Predicted Relevance of the Advertisements"; filed November 14, 2003, 40 pages.					
JV	Justin Boyan et al.; "A Machine Learning Architecture for Optimizing Web Search Engines"; Carnegie Mellon University; May 10, 1996; pages 1-8.					
JV	"Click Popularity-DirectHit Technology Overview"; http://www.searchengines.com/directhit.html ; November 10, 2003 (print date); 2 pages.					
EXAMINER /Jacques Veillard/				DATE CONSIDERED 08/09/2006		

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant(s).



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						Yes	No

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)	
JV	J.H. Friedman, T. Hastie, and R. Tibshirani; "Additive Logistic Regression: a Statistical View of Boosting"; Dept. of Statistics, Stanford University Technical Report; August 20, 1998.
JV	A.Y. Ng and M.I. Jordan; "On Discriminative vs. Generative classifiers: A comparison of logistic regression and naïve Bayes," in T. Dietterich, S. Becker and Z. Ghahramani (eds.), Advances in Neural Information Processing Systems 14, Cambridge, MA: MIT Press, 2002.
JV	F. Crestani, M. Lalmas, C. Van Rijsbergen and I. Campbell; "Is This Document Relevant?...Probably": A Survey of Probabilistic Models in Information Retrieval"; ACM Computing Surveys, Vol. 30, No. 4, December 1998.

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